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Tender

Advertising and Media Buying Partner

THE UNIVERSITY OF CHICHESTER

F02: Contract notice

Notice identifier: 2024/S 000-031149

Procurement identifier (OCID): ocds-h6vhtk-04a412

Published 30 September 2024, 11:29am

Section I: Contracting authority

I.1) Name and addresses

THE UNIVERSITY OF CHICHESTER

Bishop Otter Campus, College Lane

CHICHESTER

PO196PE

Email

tenders@chi.ac.uk

Telephone

+44 1243816000

Country

United Kingdom

Region code

UKJ27 - West Sussex (South West)

Companies House

4740553

Internet address(es)

Main address

<https://chi.ac.uk/>

I.3) Communication

The procurement documents are available for unrestricted and full direct access, free of charge, at

<https://help.chi.ac.uk/tenders>

Additional information can be obtained from the above-mentioned address

Tenders or requests to participate must be submitted electronically via

<https://help.chi.ac.uk/tenders>

I.4) Type of the contracting authority

Other type

University

I.5) Main activity

Education

Section II: Object

II.1) Scope of the procurement

II.1.1) Title

Advertising and Media Buying Partner

Reference number

TND-0001087

II.1.2) Main CPV code

- 79340000 - Advertising and marketing services

II.1.3) Type of contract

Services

II.1.4) Short description

The University of Chichester is seeking a suitably experienced and skilled partner to shape and focus our advertising campaigns to achieve the best results, and to act on behalf of the University in engaging with suitable advertising suppliers, this can be in the form of a multi-channel agency or a consortium of agencies.

We are looking for a partner to build and deploy our paid search, ppc and social media advertising campaigns. Buy media on our behalf and account manage projects, timings, and schedules for our campaigns. Giving us clear instructions on the specifications requested and deadlines in good time. This partner must have good relationships with key Higher Education players (UCAS, IDP etc) as well as strong experience, skills and knowledge working with companies such as Google and Meta.

Overall, our aim is to increase the size and diversity of the student body by generating a larger number of leads into our funnel, allowing us greater opportunity for conversion to application and enrolment.

We require our partner agency to work with the University's lead Marketing contacts to help deliver the annual marketing plan through effective and timely advertising campaigns. These campaigns will include search, PPC, social media advertising, media buying, out of home, third party sites and other formats or platforms our partner agency thinks would be beneficial for the university's purposes of student recruitment, retention and brand awareness.

II.1.6) Information about lots

This contract is divided into lots: No

II.2) Description

II.2.3) Place of performance

NUTS codes

- UKJ27 - West Sussex (South West)

II.2.4) Description of the procurement

We require promotion of the core brand, subject and courses and promotion of key recruitment events throughout the cycle encompassing all the key stages in the applicant journey including:

- Pre-application - brand awareness and reputation building, early engagement in the university.
- Open Days - driving bookings and attendance.
- Drive to apply - promoting our course portfolio, showing what we can offer for people to make the decision to apply to us.
- Application/ Conversion - keeping the leads warm.
- Still time to apply - post January deadline where we have space on courses.
- Clearing - promoting Chichester as a clearing destination

Our marketing efforts target those looking for an undergraduate or postgraduate qualification, primarily from the UK but some International work will be required. As well as smaller B2B campaigns looking at CPD, professional qualifications and promoting the university's services such as conferencing.

Please note this is not an exhaustive list.

The agency also needs to ensure that:

- Costs are transparent and that the mediums used offer the best results.
- Results are quantifiable, providing benchmarking prior to campaign launch and the full analysis of results (including platform analytics, from own systems/suppliers and Google Analytics) to understand how successful our campaigns are with key demographics and geo-locations across the various media channels.
- A smooth sign-off process to ensure deadlines are met.
- Exemplary customer service with regular updates on how campaigns are progressing, including advice on what to optimise if the advertising is not generating expected results.

- Help bring something that is distinctive and exclusive to the University, and which ensures the University's competitive advantage.
- Data driven insight and interactive campaign dashboards.
- Reporting with recommendations that can be implemented to future campaigns.
- Bringing new ideas to the table from your experience in sector or whilst monitoring future trends.

The contract is scheduled to commence on the 1st March 2025, with mobilisation from the 1st February 2025.

The contract will be for 3 years with a 12-month break clause for both parties

The Selection Questionnaire document can be obtained via the link on
<https://help.chi.ac.uk/tenders>.

II.2.5) Award criteria

Price is not the only award criterion and all criteria are stated only in the procurement documents

II.2.7) Duration of the contract, framework agreement or dynamic purchasing system

Duration in months

36

This contract is subject to renewal

No

II.2.9) Information about the limits on the number of candidates to be invited

Envisaged number of candidates: 5

II.2.10) Information about variants

Variants will be accepted: No

II.2.11) Information about options

Options: No

Section IV. Procedure

IV.1) Description

IV.1.1) Type of procedure

Restricted procedure

IV.1.8) Information about the Government Procurement Agreement (GPA)

The procurement is covered by the Government Procurement Agreement: Yes

IV.2) Administrative information

IV.2.2) Time limit for receipt of tenders or requests to participate

Date

30 October 2024

Local time

5:00pm

IV.2.3) Estimated date of dispatch of invitations to tender or to participate to selected candidates

8 November 2024

IV.2.4) Languages in which tenders or requests to participate may be submitted

English

Section VI. Complementary information

VI.1) Information about recurrence

This is a recurrent procurement: No

VI.4) Procedures for review

VI.4.1) Review body

Public Procurement Review Service Cabinet Office

London

Email

publicprocurementreview@cabinetoffice.gov.uk

Telephone

+44 3450103503

Country

United Kingdom

Internet address

<https://www.gov.uk/government/publications/public-procurement-review-service-scope-and-remit>